

## IN THE CLAIMS

Please amend claims 1-9, 11-12, 14, 16-30, 32-34, and 36-42 as follows.

1. (Currently Amended) A system for facilitating product purchases during television viewing in an interactive television system, the system comprising:
  - a first source configured to convey television programming content ~~a broadcast stream~~;
  - ~~and~~
  - a second source configured to convey data corresponding to a product which is presented within the television programming content;
  - a mechanism configured to:
    - combine said television programming content and said data; and
    - convey the combined television programming content and data as a broadcast stream; and
  - a third source configured to convey an interactive application, wherein said interactive application is executable to:
    - detect the data within the broadcast stream;
    - present an indication corresponding to the detected data during presentation of the television programming content;
    - receive user input corresponding to the indication; and
    - store information related to the product in response to receiving the user input;
    - wherein the user input is received and the information stored without interrupting presentation of the television programming content. ~~receive a first data corresponding to a first product;~~
    - ~~present said first product; and~~
    - ~~initiate a purchase request corresponding to said first product.~~
2. (Currently Amended) The system of claim 1, wherein said first source, ~~and~~ said second source, and said mechanism are located within a broadcast station.

3. (Currently Amended) The system of claim ~~2~~ 1, wherein the television programming content is television programming. ~~said broadcast stream includes said first data, and wherein said first data is received by said interactive application via said broadcast stream.~~

4. (Currently Amended) The system of claim ~~2~~ 3, wherein the television programming content comprises a movie, sporting event, and/or advertisement. ~~said interactive application is configured to receive said first data from a handheld computing device.~~

5. (Currently Amended) The system of claim~~3~~ 1, wherein the television programming content is not created for the purpose of selling the product. ~~said interactive application is further executable to:~~

~~detect the presence of said first data within said broadcast stream;~~

~~present an indication of said presence of said first data in said broadcast stream;~~

~~receive input corresponding to said indication, wherein said input is initiated by a viewer;~~

~~and~~

~~store a second data corresponding to said first data in response to said input from said viewer.~~

6. (Currently Amended) The system of claim 5, wherein the television programming content comprises a television program or movie, and wherein the product is presented during a scene of the television program or movie. ~~further comprising a receiver configured to receive said broadcast stream and said interactive application, wherein said receiver is configured to execute said interactive application.~~

7. (Currently Amended) The system of claim 3, ~~further comprising a~~ wherein said ~~mechanism is~~ configured to add said first data to said broadcast stream by tagging said broadcast stream with said first data.

8. (Currently Amended) The system of claim ~~6~~ 1, wherein said application ~~indication is~~ further configured to present a virtual shopping cart, and wherein said virtual shopping cart is configured to include said product in response to storing said information. ~~ed on a display coupled to said receiver, and wherein said indication is presented concurrently with a second presentation corresponding to said first product on said display.~~

9. (Currently Amended) The system of claim ~~6~~ 8, wherein said information ~~second data~~ is stored on a storage device coupled to ~~a said receiver of the user~~.

10. (Original) The system of claim 9, wherein said receiver is a set-top box.

11. (Currently Amended) The system of claim 1,  
wherein said second source is configured to convey data corresponding to a second  
product that is presented within the television programming content; and  
wherein said interactive application is further executable to:  
detect the data corresponding to the second product within the broadcast stream;  
present a second indication during presentation of the television programming  
content;  
receive a second user input corresponding to the second indication; and  
store information related to the second product in response to receiving the second  
user input;  
wherein the second user input is received and the information related to the second  
product stored without interrupting presentation of the television  
programming content

~~The system of claim 8, wherein presenting said first product comprises presenting said first product as an item for purchase in a virtual shopping cart, wherein said virtual shopping cart is presented on said display.~~

12. (Currently Amended) The system of claim ~~11~~ 8, further comprising interacting with said virtual shopping cart, wherein said interacting is by a viewer, and wherein ~~initiating said a~~ purchase request for said ~~first~~ product is initiated in response to said interacting by said viewer.

13. (Original) The system of claim 12, wherein said purchase request is conveyed to an on-line retailer.

14. (Currently Amended) The system of claim 5, wherein said interactive application is further executable to convey the information ~~a third data corresponding to said second data~~ to a first device.

15. (Original) The system of claim 14, wherein said first device is a handheld computing device.

16. (Currently Amended) A method for facilitating product purchases during television viewing in an interactive television system, the method comprising:

receiving a broadcast stream with television programming content and ~~a first data~~ corresponding to a ~~first-product~~ which is presented within the television programming content;

detecting said ~~first data~~ within said broadcast stream;

presenting an indication ~~of the presence of said first~~ corresponding to the detected data during presentation of the television programming content ~~in said broadcast stream~~;

receiving user input corresponding to said indication, ~~wherein said input is initiated by a viewer~~; and

storing information related to the product in response to receiving the user input;

wherein the user input is received and the information stored without interrupting

presentation of the television programming content. ~~initiating a purchase request for said first product.~~

17. (Currently Amended) The method of claim 16, further comprising: ~~storing a second data corresponding to said first data in response to said input from said viewer; retrieving said second data; and utilizing said second data to~~ presenting said first product as an item for purchase in a virtual shopping cart, wherein said virtual shopping cart is configured to include said product in response to storing said information ~~a virtual shopping cart.~~

18. (Currently Amended) The method of claim ~~17~~ 16, wherein the television programming content is television programming. ~~said broadcast stream is received by a receiver, wherein said~~

~~second data is stored on a storage device coupled to said receiver, and wherein said indication and said first product are presented on a display coupled to said receiver.~~

19. (Currently Amended) The method of claim 17, further comprising interacting with said virtual shopping cart, wherein said interacting is by a viewer, and wherein ~~said a purchase request for said first product is initiated in response to said interacting by said viewer.~~

20. (Currently Amended) The method of claim ~~18~~ 16, wherein the television programming content is not created for the purpose of selling the product. ~~further comprising:~~

~~receiving a third data conveyed from a first device, wherein said third data is not received via said broadcast stream; and  
storing said third data on said receiver.~~

21. (Currently Amended) The method of claim ~~18~~ 20, wherein the television programming content comprises a television program or movie, and wherein the product is presented during a scene of the television program or movie. ~~said indication is presented concurrently with a second presentation on said display corresponding to said first product.~~

22. (Currently Amended) The method of claim ~~21~~ 24, wherein said receiver is a set-top box.

23. (Currently Amended) The method of claim ~~20~~ 18, wherein the television programming content comprises a movie, sporting event, and/or advertisement. ~~said first device is a handheld computing device.~~

24. (Currently Amended) The method of claim ~~18~~ 16, wherein said broadcast stream is received by a receiver of the user, and wherein the information is stored on a storage device coupled to the receiver. ~~further comprising conveying a third data corresponding to said second data to a handheld computing device.~~

25. (Currently Amended) A device for facilitating purchases during television viewing in an interactive television system, the device comprising:

a signal receiver, wherein said receiver is configured to receive a broadcast stream with television programming content and data corresponding to a product which is presented within the television programming content; and

a mechanism coupled to said receiver, wherein said mechanism is configured to:

detect the ~~presence of a first~~ data corresponding to a product within said broadcast stream;

present an indication of ~~said presence of said first~~ corresponding to the detected data during presentation of the television programming content in said broadcast stream;

receive user input corresponding to said indication, ~~wherein said input is initiated by a viewer~~; and

store information related to the product ~~a second data corresponding to said first data~~, in response to ~~said~~ receiving the user input;

wherein the user input is received and the information stored without interrupting presentation of the television programming content. retrieve said second data; and

~~utilize said second data to initiate a purchase request for said product.~~

26. (Currently Amended) The device of claim 25, wherein the television programming content is television programming. ~~said mechanism comprises a processor configured to execute program instructions.~~

27. (Currently Amended) The device of claim 26, wherein the television programming content comprises a movie, sporting event, and/or advertisement. ~~said receiver is configured to receive an interactive application, and wherein said mechanism is configured to subsequently execute said interactive application.~~

28. (Currently Amended) The device of claim 25, wherein the television programming content is not created for the purpose of selling the product. ~~said indication is presented on a display coupled to said mechanism.~~

29. (Currently Amended) The device of claim 28, wherein the television programming content comprises a television program or movie, and wherein the product is presented during a scene of the television program or movie. ~~said indication is presented on said display concurrently with a second presentation on said display corresponding to said product.~~

30. (Currently Amended) The device of claim ~~28~~ 32, wherein the information is stored on ~~further comprising~~ a storage device coupled to said mechanism, wherein said mechanism is configured to store the information ~~said second data~~ on said storage device.

31. (Original) The device of claim 30, wherein said device is a set-top box.

32. (Currently Amended) The device of claim ~~28~~ 25, wherein said mechanism is further configured ~~subsequent to retrieving said second data, said mechanism is configured~~ to present ~~said product as an item for purchase in~~ a virtual shopping cart, and wherein said virtual shopping cart is configured to include said product in response to storing said information. ~~presented on said display.~~

33. (Currently Amended) The device of claim 32, wherein said mechanism is further configured to enable a viewer to interact with said virtual shopping cart, and wherein ~~said a~~ purchase request for said product is initiated in response to said interacting by said viewer.

34. (Currently Amended) The device of claim ~~26~~ 30, wherein said mechanism is further configured to:

receive a ~~third~~ second data conveyed from a first device, wherein said ~~third~~ second data is not conveyed via said broadcast stream; and  
store said ~~third~~ second data on said storage device.

35. (Original) The device of claim 34, wherein said first device is a handheld computing device.

36. (Currently Amended) The device of claim ~~26~~ 35, wherein said mechanism is further configured to convey ~~a third~~ said data corresponding to said ~~second data~~ product to ~~a the~~ handheld computing device.

37. (Currently Amended) A carrier medium comprising program instructions for facilitating purchases during television viewing in an interactive television system, wherein the program instructions are executable to:

detect ~~the presence of a first data~~ in a broadcast stream with television programming content, wherein said ~~first data~~ corresponds to a product which is presented within the television programming content;

present an indication ~~of said presence of said first~~ corresponding to the detected data during presentation of the television programming content in said broadcast stream;

receive user input corresponding to said indication; and

store information related to the product in response to receiving the user input;

wherein the user input is received and the information stored without interrupting presentation of the television programming content. initiate a purchase request for said product.

38. (Currently Amended) The carrier medium of claim ~~36~~ 37, wherein said program instructions are further executable to:

~~retrieve said second data; and~~

~~utilize said second data to present said product as an item for purchase in a virtual shopping cart, wherein said virtual shopping cart is~~ configured to include said product in response to storing said information. presented on a display.

39. (Currently Amended) The carrier medium of claim ~~37~~ 38, wherein said instructions are further executable to enable interaction with said virtual shopping cart by a viewer, and wherein ~~said a~~ purchase request for said product is initiated in response to said interacting by said viewer.



40. (Currently Amended) The carrier medium of claim 37, wherein the television programming content is television programming. ~~said program instructions are further executable to:~~

~~receive a third data conveyed from a first device, wherein said third data is not received via said broadcast stream;~~  
~~store said third data; and~~  
~~utilize said third data to present an item corresponding to said third data as an item for purchase in said virtual shopping cart.~~

41. (Currently Amended) The carrier medium of claim ~~39~~37, wherein the television programming content is not created for the purpose of selling the product. ~~said first device is a handheld computing device.~~

42. (Currently Amended) The carrier medium of claim ~~37~~41, wherein the television programming content comprises a television program or movie, and wherein the product is presented during a scene of the television program or movie. ~~said program instructions are further executable to convey a third data corresponding to said second data to a handheld computing device.~~